ORDER

Orders Order / Rev: 199511 06843458 Alt Order #: DET INT'L BRIDGE Product Desc: WOOD Estimate: 820826 Flight Dates: 08/20/12 - 08/26/12 Primary AE: Petry Philadelphia Original Date / Rev: 08/17/12 / 08/17/12 Sales Office: P-PHI Order Type: REG Sales Region: Nat **Smart Media Group** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast EOM/EOC 814 King Street Billing Cycle: Alexandria, VA 22314 Agency Commission: 15% Advertiser **POL/Detroit International Bridge** Name: Demographic: A35+ New Business Thru: **Product Codes:** PL2 Order Separation: 00:15:00 Priority: P5 Advertiser External ID: Revenue Codes: AGY, POL, POL-ISS Agency External ID: IN10086/SP6681/TO1332/MO1041 Bill Plan **Totals**

Month

Totals

August 2012

Spots

22

22

Gross Amount

\$9,825.00

\$9,825.00

Net Amount

\$8,351.25

\$8,351.25

Rating

0.00

0.00

End Date

08/26/12

Start Date

07/30/12

Account Executives							
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %			
Petry Philadelphia			Start Of Order - End Of Order	100%			

Net Amount

\$8,351.25

Order Share	Share	Total
WOOD	23%	\$9,825.00
Market	100%	\$42 717 30

Spots

22

Gross Amount

\$9,825.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	1%	\$427.17
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	33%	\$14,096.74
WXMI	13%	\$5,553.26
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	30%	\$12,815.22

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1 WOOD	08/20/12	08/24/12	Noon News	CM	12-1p	MTWTF-	- :15/:15	5	\$450.00 P2	0.00 BK	5	\$2,250.00
			News 8 @ Noon									
NOON I	NEWS BO	OKEND :1	5									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/	20/12	08/26/12	МГЖГБ	5	\$450.00	0.00						
E 2 WOOD	08/20/12	08/24/12		СМ	3-4p	MTWTF-	- :15/:15	5	\$100.00 P5	0.00 BK	5	\$500.00

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Totals

22

\$9,825.00

Order / Rev: 199511 Advertiser: POL/Detroit International Bridge

Alt Order #: 06843458 Product Desc: DET INT'L BRIDGE WOOD

Flight Dates: 08/20/12 - 08/26/12 Estimate: 820826

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
			M-F 3-4p The Doctors								
DOCTO	ORS BOO	OKEND :15	1110 2001010						_		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/		08/26/12	MTWTF	5	\$100.00	0.00		- 4	0 00 BV	_	^
E 3 WOOD	08/20/1	2 08/24/12	5am Daybreak 5am Daybreak	CM	5a-6am	MTWTF	:15/:15	5 \$225.00 P4	0.00 BK	5	\$1,125.00
5A NEV	NS BOOI	KEND :15	Jaili Daybieak								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08		08/26/12	MTWTF	5	\$225.00	0.00					
E 4 WOOD	08/25/1	2 08/25/12	Daybreak Sat @7		658-8a	S-	:15/:15	1 \$650.00 P3	0.00 BK	1	\$650.00
NEWS	BOOKEN	ND :15	Daybreak Sat@7	ram							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08	/20/12	08/26/12	S-	1	\$650.00	0.00					
E 5 WOOD	08/26/1	2 08/26/12	Today Show Su	CM	758-9a	5	S :15/:15	1 \$950.00 P3	0.00 BK	1	\$950.00
SI IN TO		OKEND :15	Today Show Sur	nday							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08		08/26/12	S	1	\$950.00	0.00					
E 6 WOOD	08/26/1	2 08/26/12	Meet the Press	CM	858-1001a	2	S :15/:15	1 \$750.00 P5	0.00 BK	1	\$750.00
MEET	TUE DDE	SS BOOKE	Meet the Press								
	ine PRE art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08		08/26/12	S	<u>opots/vvcck</u>	\$750.00	0.00					
E 7 WOOD	08/26/1	2 08/26/12	Sun 10-11am	CM	1001-11a		S :15/:15	1 \$300.00 P5	0.00 BK	1	\$300.00
			To The Point								
		BOOKEND:		Cnoto/Mook	Doto	Doting					
Week: 08	art Date /20/12	End Date 08/26/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$300.00	Rating 0.00					
E 8 WOOD			Sun 10-11am	CM	1030a-11a		S :15/:15	1 \$300.00 P5	0.00 BK	1	\$300.00
			1030a-11a		(10:30 AM-1	1:00 AM)		·			•
		EWS BOOKE	-	0		5					
Sta Week: 08/	art Date	End Date 08/26/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$300.00	Rating 0.00					
			M-F 6p News	CM	6-630p	MT	· 15/·15	2 \$1,500.00 P3	0.00 BK	2	\$3,000.00
_ 0000	30,20,1	- 00/21/12	M-F News 8 @6		5 550p	1721		_ \$1,000.0010	0.00 BIX	_	40,000.00
		KEND :15									
	art Date	End Date	<u>Weekdays</u> MΓ	Spots/Week	Rate	Rating					
Week: 08/	/20/12	08/26/12	IVII		\$1,500.00	0.00					